Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

<u>Listing of Claims:</u>

1.   (Currently Amended) A method of printing a publication and tracking user interaction with an input element on the printed publication, the method comprising the steps of:

(a) determining a unique page identity for said publication in a computer system;

(b) identifying ~~human-readable information~~<u>visible layout and content</u> for said publication;

(c) determining <u>and storing</u> a page description for said publication in said computer system, said page description <u>describing: the visible layout and content</u>~~comprising, and a type and zone of said input element: (i) a description of said human-readable information and (ii) a description of said input element including a zone of said input element on said page and a description of an associated entity~~;

(d) associating said page identity with said description of said input element;

(e) generating, in a printer, first dot data for coded data using said page identity, said coded data identifying said page identity and a plurality of positions on said publication;

· (f) generating, in the printer, second dot data for said human-readable information ~~using at least part of said page description~~;

(g) compositing the first and second dot data;

(h) printing the publication wherein the coded data is printed at the same time as printing the human-readable information using the composited dot data;

(i) receiving, from a sensing device, indicating data indicative of a position or movement of the sensing device relative to the printed publication, said indicating data being generated by the sensing device using sensed coded data; and

(j) identifying, from the indicating data and the page description, <u>containing a description of the zone of the input element,</u> whether the user has selected the input element using the sensing device and, if so, notifying an associated entity of the selection,

~~with the proviso that~~<u>wherein</u> the ~~associating~~<u>storing</u> step (~~d~~<u>c</u>) is performed prior to the

printing step (h).

2.   (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

(a)   an advertiser;

(b)   a merchant;

(c)   a printer provider; and

(d)   a publisher.

3.   (Previously Presented) The method of claim 2, wherein the input element is selected from the group consisting:

(a)   a button;

(b)   a hyperlink; and

(c)   an input field.

4.   (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

(a)   an advertiser computer system;

(b)   a merchant computer system;

(c)   a printer provider computer system; and

(d)   a publisher computer system.

5. - 7. (Cancelled)

8.   (Withdrawn) A system for printing a publication having an input element readable by a sensing device, the system comprising a computer system configured for:

(a) determining a unique page identity for said publication;

(b) identifying human-readable information for said publication;

(c) determining a page description for said publication, said page description comprising: (i) a description of said human-readable information and (ii) a description of said input element including a zone of said input element on said page and a description of an associated entity;

(d) associating said page identity with said description of said input element;

and a printer configured for:

(e) generating first dot data for coded data using said page identity, said coded data identifying said page identity and a plurality of positions on said publication;

(f) generating second dot data for said human-readable information using at least part of said page description;

(g) compositing the first and second dot data; and

(h) printing the publication, wherein the coded data is printed at the same time as printing the human-readable information using the composited dot data.

9.   (Withdrawn) The system of claim 8, wherein the associated entity is selected from the group consisting:

(a)   an advertiser;

(b)   a merchant;

(c)   a printer provider; and

(d)   a publisher.

10.   (Withdrawn) The system of claim 9, wherein the input element is selected from the group consisting:

(a)   a button;

(b)   a hyperlink; and

(c)   an input field.

11.   (Withdrawn) The method of claim 8, wherein the associated entity is selected from the group consisting:

(a)   an advertiser computer system;

(b)   merchant computer system;

(c)   a printer provider computer system; and

(d)   a publisher computer system.

12. - 14.   (Cancelled)